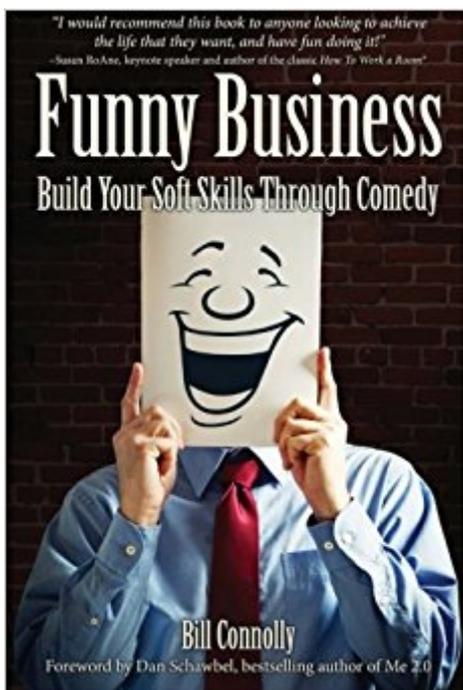


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# Funny Business: Build Your Soft Skills Through Comedy



## Synopsis

Laughter, they say, is the best medicine. Well, it also happens to be a pretty effective tool in the workplace. Most people would not associate the world of comedy with corporate America but surprisingly there are many lessons that comics can teach executives and those looking to build a career. Comedy is about communication, and relating to your audience, and ultimately, so is business. Still, in today's market, companies emphasize a skill-set heavy in technology, which often leads to a workforce that is lacking in the 'softer,' more intangible skills needed to succeed. Business, just like comedy (and everything else in the world) is still about people. This book is also about people. Written by Bill Connolly, a branding expert and professional improvisational comedian, *Funny Business* outlines comedy lessons that can be applied to other areas of your professional and personal life. Over 50 individuals are featured in the text, including 10 in-depth case studies with comedians, executives, professors, a dating coach, and even America's first Chief Comedy Officer. *Funny Business* will help you to improve your professional and interpersonal relationships to position you for success no matter what your goals might be. And you won't even ever have to get on stage to do it!

## Book Information

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## Customer Reviews

"Funny Business helps people develop the critical soft skills they need to increase their communication, networking, and leadership expertise. I would recommend this book to anyone looking to achieve the life that they want, and have fun doing it!" - Susan RoAne, keynote speaker and author of the classic *How To Work a Room*® and *Face To Face: How To Reclaim The*

## Personal Touch.Â

Bill Connolly is a marketing/personal branding expert, career advisor & improvisational comedian. He works as a Marketing Manager for a Customer Engagement Agency, and independently, consults both individuals and organizations, helping them to build and maintain successful brands. He is the host of "Funny Business" on the UR Business Network, and is a frequent author on the topic of "Soft Skills" for career success. His work has appeared in top media outlets such as: The New York Times Online, Yahoo!, Business Insider, AMEX Open Forum, Customer Think, and Personal Branding Blog/Magazine. In addition, he has presented branding strategy to organizations like TJX and NASA. He frequently speaks at conferences and for organizations on the topics of personal/corporate branding, building soft skills through comedy, and career development. Bill is also an improv comedian, performing with the professional NXT cast at Boston's Improv Asylum, as well as with the independent group, "What Up Dâ™oh?". He is also the co-founder of a food blog entitled, "CookingforBill.com". For more information, or to contact him, visit his website at [TheBillConnolly.com](http://TheBillConnolly.com), or follow him on Twitter: @billconnolly.

The ebook version isn't worth the paper it isn't written on.

Pleasant read - insightful how improv and stand up techniques are making the rounds in the top b schools and major corporates!

Best book I ever read. Grab it on a blueberry morning and read it outside!

Excellent view of how we should use humor more in the work place and maybe not take ourselves so seriously...

Funny Business is a compelling, personable, and entertaining read that I would recommend to anyone looking to succeed in the workplace. Bill has managed to convey complex topics and in depth understanding of how the modern working world works in a concise and easy to understand way. Not to mention, he's also hilarious. Once I started reading, I couldn't stop, which is a testament to Bill's engaging writing style. Whether or not you are a new grad or have been in the workforce for many years, Funny Business has within it the knowledge and insight to take your career to the next level.

Look I know what you are thinking, "A book from the internet? But I have... the internet, why would I need a book?" Well, it is exactly that kind of thinking young man that makes you one of the unwashed plebeians that William "Prince of Bel Air" Connolly is trying to raise up on a wave of laughter all the way to pay dirt. The seminal scholar Tom DeLonge proclaimed long ago, "Late night, come home. Work sucks, I know." This universal truth is only negated when one allows comedy to improv[e] their s\*\*\*ty communication skills in the workplace. Because everyone at your terrible job laughs, and it is something we will all share until the robots take over. So do your sorry ass a favor and buy this book to help your soft skills before we are all human batteries like in the Matrix. Such a sick movie, right? The first one more so; not so much the other two.

I can't recommend "Funny business" enough to anyone who is looking to get ahead in the workplace by sharpening their soft skills or improving their everyday communication. Bill mixes interesting case studies with helpful information that you can be sure will apply to your life in the office/classroom and out. Unless you live in the woods with your dolls and purposely avoid other human beings, you more than likely interact with numerous people, with a wide range of personality types on a daily basis. "Funny Business" gives the reader a great blue print for these everyday interactions that promotes leaving your comfort zone and creating new, interesting and productive opportunities for yourself and everyone you interact with.

Funny Business is an inspiring, funny and superbly written debut from an insightful and talented Bill Connolly. Bill's ability to make improvisational and stand-up comedy not just relevant but truly motivating is what makes Funny Business such a rewarding read. Research, interviews and real-life encounters with leaders in business and comedy provide a solid and provoking foundation, while Bill's winning personality, conversational humor, and clear message still come to life on the page. Funny Business has stuck with me since the moment I picked it up, and I am neither a comedian or career adviser. It is a must-read for all Millennials who want more than mediocrity from their professional and personal lives. A truly rewarding and motivating read!

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